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Fall 2015

MKT 6503

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University of New Orleans

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STRATEGIC



MARKETING MANAGEMENT 6503

Fall 2015

Tues 6:00pm-8:45pm

Department of Management & Marketing

College of Business Administration

University of New Orleans

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Office Hours: Tuesday 3pm-6pm; Wednesday 3pm-4pm;

Thursday 4pm-6pm

Prerequisites:

MKT 3501 or MKT 4400 or ENMG 6101 or consent of the department

Course Materials:

- *A Framework for Marketing Management* (2016, 6th Edition) by Philip Kotler and Kevin Lane Keller
- Course Packet of Cases packaged by University Readers (<https://students.universityreaders.com/store/>)

Course Description:

Strategic Marketing Management is designed to provide you with a comprehensive framework of competitive marketing strategies and marketing planning. Emphasis is placed on conceptualizing marketing problems and examining major issues in the marketing management function. You will also learn the components of a strategic marketing plan.

Course Objectives:

- To provide you with an understanding of the role of the firm's marketing strategy in competitive environments
- To acquaint you with marketing concepts and how to integrate materials learned from previous business classes
- To provide you with the skills necessary to identify opportunities for delivering superior value to consumers
- To use the case method to facilitate your ability to diagnose an organization's business and marketing strategies and develop strategy recommendations
- To teach you how to prepare a successful marketing plan

Course Activities:

Classes will be composed of lectures, class discussion and in-class activities. It is paramount that you be present and prepared in order to contribute to class discussion. Your class participation grade will be based on work in-class, class discussion and materials presented during class discussions.

Grade Evaluation:

Maximum Points

Class Participation	30
Midterm Exam	100
Case Memos (3 @ 20pts)	60
Team Case Presentation	100
Marketing Plan	120
TOTAL	410

Points Needed to Achieve Semester Grades

A = 369 points or above (90% or above)
B = 328 - 368 points (80% to 89.9%)
C = 287 - 327 points (70% to 79.9%)
D = 246 - 286 points (60% to 69.9%)
F = Less than 245 points (Less than 60%)

Exam:

There will be one exam in this course. The exam will be composed of essay questions. No make-up exams will be given unless the professor is given at least 72-hour notice. Any make-ups due to illness will require a physician's verification. All make-up exams will be given at the discretion of the professor.

Team Case Presentation:

Each group will prepare a 45-minute presentation for their assigned case using the approach discussed in class and outlined in the case assignment guidelines (separate document). You will be graded on the quality of the case analysis and the quality of the presentation. Each group member should participate in the oral presentation and in the question and answer period following the presentation. The use of PowerPoint and visuals are encouraged.

Individual Case Memos:

Four cases will be discussed in class. **Students not presenting with their group on a case are responsible for preparing and handing in case memos for three of the four remaining cases during the semester.** Case memos are individual assignments and must be done without working with others. Case memos should be approximately two pages in length (double-spaced). They should include the following: (1) a clear statement of the problem (2) two alternative marketing courses of action for overcoming the problem and further exploiting potential market opportunities (3) a discussion of the advantages and disadvantages of each proposed alternative (4) selection of a proposed alternative as the solution to the problem and justification for selection of that alternative. Cases memos are due at the beginning of each class. **Late memos will not be accepted.**

Group Marketing Plan:

Each group will also prepare a detailed marketing plan. The marketing plan should be for one major product (or service). Your marketing plan will be presented in written form and should follow the outline presented in the marketing plan guidelines hand-out (separate document). Your group marketing plan will serve as your final exam.

You must use and reference general marketing literature in developing your plan; **the APA style guide is required in formatting your marketing plan.** Also, be sure to use as much business information as possible (can be from newspapers, magazine or personal interviews) that will help you understand your project. Sound analysis, including interpretations and evaluations will also be important and considered in the evaluation of your marketing plan.

Groups will be responsible for providing the following deliverables:

- August 25th form teams and submit team member information
- September 8th initial proposal due (1 page document describing the organization and general description of the organization's need for a strategic marketing plan)
- October 6th draft of introduction and situational analysis due
- December 8th marketing plan due

Classroom Civility:

Students must conduct themselves in an appropriate manner and abide by all policies outlined in the UNO Judicial Code. All pagers and cell phones must be turned off in class unless I am notified prior to class of a possible emergency requiring a device to be left on (e.g., a personal emergency is a sick parent or child). This policy applies to texting, too. Failure to adhere to this policy will result in a warning on the first offense and a 10-point deduction from your overall participation grade on each subsequent offense. Students who exhibit other disruptive behavior such as studying or working on assignments for other classes, reading the newspaper, and carrying on distracting conversations with neighbors will be warned and/or asked to leave the classroom.

Moodle:

Course documents will be available on Moodle. Please check Moodle on a regular basis. PowerPoint slides and handouts will not be distributed in class, but will be available on Moodle. Be sure to download any documents that you might need prior to coming to class.

Academic Integrity:

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Students with Disabilities:

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Course Outline

Day	Date	Topic	Assigned Readings
Tues	Aug 25	Introduction Understanding the Marketing Management Process	Chapter 1
Tues	Sept 1	Developing Marketing Strategy and Plans Understanding Marketing Opportunities	Chapter 2
Tues	Sept 8	Analyzing Consumer Markets Analyzing Business Markets	Chapters 4, & 5
Tues	Sept 15	Marketing Research Analysis Workshop	Chapter 3
Tues	Sept 22	Segmentation and Target Market Selection Differentiation and Positioning	Chapters 6 & 7
Tues	Sept 29	Workshop	
Tues	Oct 6	***Exam***	
Tues	Oct 13	Product Decisions: Developing the Marketing Offering and Building Strong Brands	Chapter 8 & 9
		Services Design & Management	Chapter 10
Tues	Oct 20	Workshop Guest Speaker: Summer White Wang, Chief Marketing Officer Good Work ;)	
Tues	Oct 27	Team Case Presentation: - Product-Line Strategy at Porsche: The Effect of New Models on the Porsche Brand and the 911	
Tues	Nov 3	Developing Pricing Strategies & Programs	Chapter 11
Tues	Nov 10	*Team Case Presentations: -The Lego Group: Building Strategy -Heinz Ketchup: Pricing the Product Line	
Tues	Nov 17	Distribution Decisions: Designing and Managing Integrated Marketing Channels	Chapters 12 & 13
Tues	Nov 24	Promotions Decisions: Designing and Managing Integrated Marketing Communications	Chapters 14, 15 & 16 & 17 Paid Search Advertising (from Course Packet)
Tues	Dec 1	*Team Case Presentation: -Homeplus: Riding the Korean Retailing Rollercoaster	
Tues	Dec 8	Marketing Plan Due	

The course syllabus provides a general plan for the course; deviation may be necessary.